BROADCAST FROM

The New York Office 404 East 55th Street, New York

Vol. II March 1, 1934 No. 5

PART I

SPRING JUVENILES

Special Note: For the most part, this issue covers spring juvenile publications. A few May publications are not ready and these are simply listed with title, author, publisher, price and approximate date, so that this will constitute a complete check list of recommended titles. Fuller comment on missing publications will be included in a later issue. Double stars indicate titles particularly recommended. Order of arrangement, for convenience of classification, differs from the adult section, as the age grouping is followed, rather than publication date, and within age groups, the titles are grouped alphabetically by author.

FOR THE PICTURE BOOK AGE

D'Aulaire, Ingri & Edgar Parin THE LORD'S PRAYER Doubleday, Doran

** The outstanding picture book of the season. A reverent presentation of the Lord's Prayer, with each clause hand-lettered and illustrated with a decorative design, followed by a double page spread in full color. The D'Aulaire's work needs no introduction, and this has the same exquisite quality as past work. An ideal Easter gift book. Available in either Catholic or Protestant version. March. $1.75

Flack, Marjorie - TIM TADPOLE AND THE GREAT BULLFROG Doubleday, Doran

** As story teller and illustrator, for small children, Marjorie Flack has won distinction. Here's a picture story book about just such a tadpole as every youngster tries to collect as spring comes around. March. $1.00

Sperry, Armstrong ONE DAY WITH JAMBI IN SUMATRA Winston

Scheduled for May publication. Nothing available. Companion to MANU. $2.00

FOR THE PRIMARY GROUPS

Baker, Margaret & Mary TELL-THEM-AGAIN-TALES Duffield & Green

Scheduled for late April. Nothing available. Collection of 18 fairy tales with silhouettes and black and white illustrations by Mary Baker. Probably $1.50

Dall, Anna Roosevelt SCAMPER Macmillan

Pretty thin - but the name may create a demand. The story of a pet rabbit in the White House, and his adventures seeing the sights of Washington. $2.00

Petersham, Maud & Miska THE STORY BOOK OF THINGS WE USE Winston

** This appeared last Fall in individual volumes, - shelter, travel, etc. Now available in attractive one volume edition. The text is informative but thoroughly

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readable for alert youngsters, and the numerous illustrations stimulate interest. $2.50

Price, Margaret Evans — MONKEY-DO — Harper

A story of a pet monkey and his adventures on shipboard and in the zoo where his boy owner leaves him when he goes ashore. Voted ace high by a seven year old, who found the text easy enough to read to herself. Illustrated by the author. ~~$2.00~~ 1.50

FOR THE INTERMEDIATES

Bianco, Margery — MORE ABOUT ANIMALS — Macmillan

Collection of true stories about pets of all kinds. $1.75

Gail, Otto Willi — ROMPING THROUGH PHYSICS — Knopf

A good companion volume for the youngster who liked Ilin's 100,000 WHYS or Langdon-Davies' INSIDE THE ATOM last Fall. This deals with problems of centrifugal force, gravitation, pressure, weight, heat and cold, law of floating bodies, and so on. Made simple and direct by use of easy experiments and natural instances. $1.50

Gale, Elizabeth — KATRINA VAN OST AND THE SILVER ROSE — Putnam

** Background of Dutch life in America from 1638, with 13 year old Katrina coming from Holland to join relatives and her experiences with her foster parents and the climax of an Indian attack and her winning of the silver rose and the solving of a mystery. Colorful history and real people. Junior Literary Guild. $1.75

Howard, Alice Woodbury — THE PRINCESS RUNS AWAY — Macmillan

A story of Egypt in 1900 B.C. and of a little princess who was bored with the restrictions of court, and ran away to find a place for herself in the world. Through her eyes, we learn much of life among the people of the city and the desert. $1.75

Mitchell, Lucy Sprague — MANHATTAN - NOW AND LONG AGO — Macmillan

** Scheduled for April. Nothing available. $3.50??

FOR THE JUNIOR HIGH AND HIGH SCHOOL AGES

Fiction

Adams, Katharine — GREY EYES — Macmillan

A mystery story for girls, against a setting of the Riviera, the Maritime Alps and Paris. Katharine Adams is one of the most successful fiction writers for girls, and this story measures up well with previous books from her pen. March. $1.75

Bacon, Josephine Daskam — THE GIRL AT THE WINDOW — Appleton-Century

A rather pious story of a girl who - through her own selfishness - was hurt in an accident and spent many months as an invalid. From self-absorption to an interest in other people's problems - and even a share in solving a kidnapping case, - so the story goes. Interesting enough, and the mystery will give a sales angle. $2.00

Barbour, Ralph Henry SOUTHWORTH SCORES Appleton-Century

Nothing out of the ordinary - just another Barbour. But there always seems to be a demand. This is a baseball story, and the hero is a boy who lost his nerve - and found it. A boys' school is the setting, convincingly presented. $2.00

Brink, Carol ANYTHING CAN HAPPEN ON THE RIVER Macmillan

** If that river is the River Seine! An enchanting story of a boy who gets a job on the Seine, and from that comes a chance to join some traveling players, to find a lost river barge, to learn to know for himself the fascination of river life. March. $1.75

Fox, Genevieve MOUNTAIN GIRL COMES HOME Little, Brown

** MOUNTAIN GIRL was a story of an ambitious girl who won her way into the outer world. This is a sequel. The girl has married her doctor (the district school teacher who had fired her ambition) and they come back to help her people of the mountains, and find themselves faced with suspicion, superstition, and antagonism. A good story, well told. Will interest adults as well as older girls and boys. $2.00

Heyliger, William THE SILVER RUN Appleton-Century

** A story of the sardine industry in the northeast, and a rattling good tale. Built on the "success pattern" but with a different twist and sustained suspense. $2.00

Mirza, Youel B. SON OF THE SWORD Viking

A book that will appeal to the same audience as CHILDREN OF THE MOUNTAIN EAGLE. A story of the son of a chieftain of the Kurds, wandering herdsmen and marauders on the edge of Persia, and of his share in bringing his people into more civilized and social state of being. A vivid picture of a little known people, well-written, but not the type of book for the boy who demands quick action and stirring adventure. Illustrations by Boris Artzybasheff. Literary Guild selection for March. $2.00

Norton, Andre THE PRINCE COMMANDS Appleton-Century

A Graustark type of tale, in which a boy, brought up in ignorance of his royal blood, is spirited off to become the ruler of a virtually unknown Balkan principality. On the way, he is captured by bandits, and falls into a series of exciting and hair raising adventures. A familiar formula - but good reading. $2.00

Ransome, Arthur WINTER HOLIDAY Lippincott

** Again the Swallows and the Amazons, and this time two newcomers who share their winter holidy adventures. Arthur Ransome has the E. Nesbit quality, and the ability to make his boys and girls seem alive, and normal events take on glamor. Not so good a tale as PETER DUCK, but one that measures far above the average. $2.00

Strong, L. A. G. KING RICHARD'S LAND 9-24-34 Knopf

** Richard Coeur de Lion faced dangers of Civil War at the beginning of his reign, with Wat Tyler and his wandering serfs demanding retribution and a code of rights. This is a vivid story of two boys, fresh from a monastic school, and heirs to vast estates, who were forced to join a band of wanderers, bound for London on a quest to see the king. A good story, and a new setting. L. A. G. Strong has shown his understanding of boy psychology in his adult books. Here's a book boys will like. March. $2.00

Wasson, Mildred MISS NANCY PRENTISS Harper

NANCY, published in 1932, was an unusually good picture of an adolescent girl, marred by occasional lapses into sentiment, but for the most part spontaneous, amusing and sound in its psychology. This book takes Nancy on to boarding school, and - in its story, has more basis for popularity than the earlier book. There is, however, more of the stereotyped boarding school story feel - and it lacks the humor that made the other book outstanding. With the scarcity of good boarding school stories, however, this should have a fairly good market, as it is distinctly above the average. March. $2.00

NON-FICTION

Follett, Helen STARS TO STEER BY Macmillan

A continuation of MAGIC PORTHOLES, in which mother and daughter continue their travels across the Pacific to the South Seas, visiting Tahiti, Pago-Pago, the Tongan Islands and so on, earning their way by typewriting, special feature articles and so on, and experimenting with all types of ships. At Honolulu they find a five-master and ship home from there. People, customs, food, storms, work, sightseeing - a pot pourri, written in the same staccato style which characterized the earlier book. The reception of the earlier volume should pave the way for a good sale on this. April. $2.00

Hylander, C. J. AMERICAN INVENTORS Macmillan

** Brief biographies of American inventors, with the exception of Bell and Edison - men whose histories are not readily available. Includes McCormick, Stevens, John Fitch, Oliver Evans, Goodyear, Westinghouse, John Holland. Excellent reference material, and inspirational quality for the boy interested in mechanical things. March. $2.50

Jacobsen, Betty THE GIRL BEFORE THE MAST Scribner

As secretary to Alan Villiers, Betty Jacobsen was fired with the idea that she must follow his trail in GRAIN RACE, and ship before the mast for a voyage around the Horn. Through his intervention, she got her chance, on the Parma, whose captain, a Dane, was taking his daughter from Australia to England. Vivid picture of life on a windjammer shorn of romance and poetry, but filled with the feel of the sea, and the human element in the crew, as it would appear to a girl of nineteen. A book that will interest adult readers who like sea yarns. Illustrated with photographs. March. $2.00

Kinscella, Hazel Gertrude MUSIC ON THE AIR Viking

** Every bookshop has occasional demands for a book to use as a music prize. There is nothing harder to find. Here is the ideal answer - and at the same time a book that all music teachers and all schools and libraries will want to know about. It is much more than a book about radio music, which its titles would suggest, it is almost a music encyclopedia, giving historical background, biographical material about the important composers, history of musical instruments, analysis of modern trends, nation by nation, and exposition of innumerable compositions, rapidly becoming familiar to vast audiences never before reached. There is too fascinating material about broadcasting studios and what actually happens behind the scenes. A book which should be sold through special letters or telephone calls. Of interest to adults, although it has the backing of the juvenile department. Carry in both sections. Foreword by Walter Damrosch. March. $3.50

Quennell, Marjorie
& C. H. B. A HISTORY OF EVERYDAY THINGS IN ENGLAND Scribner

The third volume in an important series. This takes up the industrial revolution, and covers the years 1733 to 1851, years in which England changed, almost over-night, from customs that had stood still since the 13th century, to a modern industrial nation. Essential reference book for schools and libraries, and good reading as well. The first two volumes are now available in one volume. Fully illustrated. $2.50

Robinson, W. W. & Irene ANCIENT ANIMALS Macmillan

BEASTS OF THE TAR PITS created a good deal of interest in prehistoric monsters. This book is for somewhat older readers than the earlier one, and through pictures and descriptive matter, builds up a history of evolution, from the earliest life to the elimination of the prehistoric beasts and birds and creatures of the sea. April. $2.00

Rourke, Constance DAVY CROCKETT Harcourt, Brace
Thomason, John W. - Edition THE ADVENTURES OF DAVY CROCKETT Scribner

These titles are deliberately put together for joint description, the better to emphasize the way in which the one supplements the other, and the ways in which they overlap. Constance Rourke's admirable biography covers the whole of Davy Crockett's colorful life, and, at the same time, gives a vivid background of the state of America civilization, his place in the development of our national life. Based on source material, the book has the ring of authenticity, and the author gives due credit to the contribution Crockett made in his political career, as well as the part he played in opening up new territory. A book that will have more appeal to boys than the other. $2.50

The second book is the actual source material, admirably selected and edited from Crockett's own writings, but giving only the first and last parts of his life. One gets, however, in his own words, a graphic idea of the man himself, of his call to adventure, his sense of drama in the life he was leading, his reluctance to take on the responsibilities that were being thrust upon him. Then the gap - and the story takes up its thread, just before he sets out for Texas and the Mexican wars. The illustrations are exactly right - seventy-one of them in color and in black and white. Spirited, imaginative, humorous. $2.50

Seeger, Elizabeth THE PAGEANT OF CHINESE HISTORY Longmans, Green

This book was written by a teacher who felt the need for material on the Far East for grade children. Progressive schools may be able to fit it into the curriculum. It should be called to their attention. Libraries will find it invaluable for reference and should carry it in the adult reference department as well as the juvenile, for there is nothing juvenile in the handling of the material. A vigorous, dramatic history of the Chinese people, painting the story of an ancient civilization, cultured, intellectual, based on scientific and practical knowledge that the western world did not dream of for centuries. Full of anecdotal material, as well as legendary tales. Unfortunately, the detailed history stops with 1912, and present conditions are lightly touched upon, without any attempt to clarify the situation, but rather a gesture of minimizing the civil conflicts and the Japanese problem as simply part of a larger struggle to plant a republic on firmer foundations. Fully illustrated. Being sold by the publishers first as an adult book. $3.00

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PART II

MUST BOOKS

April 4

Bromfield, Louis HERE TODAY AND GONE TOMORROW Harper

Short stories - yes - but with all the magic of Louis Bromfield's versatile and gifted pen and magic weaving art of the story teller. There are four long-short stories in the collection, each a well-rounded novelette, tinged with an underlying bitterness oddly blended with a certain romanticism. Possibly more in the vein of TWENTY FOUR HOURS than others of his books. Whether the central figure is the successful but dissatisfied owner of a speakeasy, or the little old spinster, living vicariously on other people's adventures, or world travelers, hunting the globe for a new sensation, or Miss Mehaffy who comes out of the west to seek glamor in New York- there's something of pathos and essential humanity in the characterization. Sell on the merit in the stories themselves as well as on Bromfield's reputation. $2.50

Kaye-Smith, Sheila SUPERSTITION CORNER ? Harper

Modern woman transposed to Elizabethan England, and flaunting the banner of her refusal to conform to the religious tenets of the crown, Kate Alard is a memorable if not wholly convincing figure, and the picture of Sussex, and the ancient faith at the stake, is a novel one. A slighter story than what the reader expects from Sheila Kaye-Smith, but a vigorous tale at that. The Sheila Kaye-Smith market is a fairly consistent one, and though this cannot be sold as typical, in that she has departed from her established theme, the historical interest may prove added bait for a somewhat new market. $2.00

April ~~16~~ 23

Wodehouse, P. G. THANK YOU, JEEVES Little, Brown

Most Wodehouse fans have a lurking fondness for the impeccable Jeeves, and here he is given due credit as deus ex machina in another uproarious comedy of misadventures in which Bertie Wooster and Roddy indulge. In retrospect the plot is powerful thin - but who cares when the Wodehouse dialogue is as refreshing as ever. A full length novel - to be backed with $2,000 on the first printing in advertising. $2.00

Special Note: A few plums from this week's pie - reports on following pages. The non-fiction of the fortnight's gleaning is Albert Jay Nock's A JOURNAL OF THESE DAYS with THE GORGEOUS HUSSY (Samuel Hopkins Adams) a close second, for sheer entertainment. Two first (?) novels deserving special notice are THE LORD'S ANOINTED (Ruth Eleanor McKee) and Arthur Pound in a new vein in ONCE A WILDERNESS. And for those seeking a choice item, SEVEN GOTHIC TALES (Isak Dinesen).

PROBLEMATICAL BOOKS - Fiction

March 16

Pahlow, Gertrude — HERMITAGE ISLAND — Penn

A group of oddly assorted and out of tune people collect at Hermitage Island and find a mysterious healing in the atmosphere created by their host and hostess and the physical peace and loveliness of the island. A book for the conservative reader, who wants vicarious enjoyment in untangling tangled threads. Circulating library. $2.00

Cambridge, Elizabeth — THE SYCAMORE TREE — Putnam

P(ersonal) B(ookshop) A newcomer was welcomed in HOSTAGES TO FORTUNE. Here's her second book, in many ways an advance over the first, and revealing the art of a story teller, where the earlier book read autobiographically. The childhood and youth of Howell, younger son of the Combes, and suffering from an inferiority complex where his brother is concerned, is beautifully handled. Good characterization - a very real family picture - the setting before, during and after the war. The book is not, perhaps, as well sustained as the other, but on the whole it has qualities that will appeal to a wider audience. $2.50

March 21

Greene, Graham — IT'S A BATTLEFIELD — Doubleday, Doran

Not a mystery story, but will appeal to those mystery fans who liked BEFORE THE FACT, and THE PARADINE CASE, though there is less of continuity of thought and plot, and more of the flashlight treatment of his earlier book, ORIENT EXPRESS. The battlefield is the background against which various characters, connected one way or another with a murderer sentenced to death, play out their parts. London today, with cuts from various social strata. Good circulating library material. $2.00

Carter, Barbara Barclay — SHIP WITHOUT SAILS — Dutton

An attempted recreating of the exile of Dante (1304 - 1321), in fictionized form, but marred by too close an adherence to the limitations of scholarship and meticulous attention to details. The publishers claim a market similar to that for PETER ABELARD. This book falls short on two fundamental scores - the emphasis is not on the Dante-Beatrice episode, with its eternal appeal, but on the latter part of Dante's life; and the telling lacks the warmth, the dramatic sense, the emotional values of the other work. Valuable material, however, for those interested in the period. $2.50

Harding, Tex — THE DEVIL'S DRUMMER — Reynal & Hitchcock

Modern Munchausen - but supposedly based on facts. An Austrian rolling stone, attached to a Mexican revolutionary army, escapes the fate of a spy and goes on horseback from Mexico to Rio de Janeiro. Joining forces with an American aviator, he stages the beginning-to-be-hackneyed search for Fawcett, and picks out adventures galore to vary the monotony. Stretches the credulity a bit, but is good fun, and should be easy to sell to men who liked TSCHIFFELY'S RIDE and BRAZILIAN ADVENTURE. $2.50

Pound, Arthur — ONCE A WILDERNESS Apr 4 — Reynal & Hitchcock

P.B. A slice out of American life, for the market that ate up STATE FAIR and THE FARM. Spans four generations of the Mark family on a 2,000-acre farm in Michigan, with a memorable characterization in the patriarch, old Captain John Mark. A story

of character - rings true - and of the pull of the land, written with gusto and vigor and a certain dry humor. A book that men will like even better than women.
$2.50

Mar 23

Peattie, Donald Culross THE BRIGHT LEXICON Putnam

P.B. An oddly compelling sort of book, this story of an infant prodigy and the struggle to approach a normal relation to life of a youth who through boyhood has been "in the news" for his brilliance and phenomenal capacities for learning. One is conscious of an undercurrent of a theme bigger than the plot - and the picture of a restless driving force, carrying the boy from experience to experience, only to find everything dust in his mouth, is convincingly done. The background of the Riviera and of a family of Russian exiles, is colorful and dramatic. A good story, well told. $2.50

March ~~29~~ 12

Rollins, William, Jr. THE SHADOW BEFORE McBride

A relentlessly modernistic handling of propaganda material in fiction form, and a book which leaves a bad taste in the mouth, a sense of futility, hopelessness, and confusion. The story of two factions in a textile mill town - the bosses and allied with them, an ex mill hand, now in a position which he wants to keep; and the workers, on strike, and spurred on to sabotage by the fanatical son of the owner.
$2.50

~~Late March or Early April~~ ~~Mid May~~

Ratel, Simonne THE HOUSE IN THE HILLS June 19 Macmillan

A difficult book to place, and one destined - in spite of great beauty of writing - for a rather limited sale. The story hinges on a pathological case, a geologist ridden by strange humors and maddened jealousy of his lovely wife and his three children. In the tense atmosphere created by the husband, the wife is able to maintain control through complete self-discipline and self-sacrifice. The book won-in France - the Prix Interallie for 1932. $2.00

April 2

Parmenter, Christine W. THE WIND BLOWS WEST Crowell

A covered wagon story of the late '50s, when the Colorado gold rush was bait to uproot New Englanders with a pioneer spirit and imagination. A pleasant tale of delightful people, with enough suspense in the story of the long trek, and enough of romance in the love story of the New England girl and the English fortune-seeker, to appeal to the circulating library audience, and to stimulate a certain amount of over the counter sale of the more conservative type. It's a good yarn, and the historical interest is a factor that might widen the market to include schools. $2.00

May 9

Slesinger, Tess THE UNPOSSESSED Simon & Schuster

Modern New York - and the young moderns, the "intellectuals" who are striving for expression of emotional and intellectual excesses. The author is known for short stories in the magazine of that name, and writes with a certain brittle irony and vivid penetration. $2.50

Zweig, Stefan KALEIDOSCOPE Viking

Viennese-German-metropolitan-resort-drama-tragedy- a pot pourri of tales, many of them never before translated, some of them hitherto unpublished. Seem a bit "dated" in the manner of telling, and to some extent in the substance. The wide and lasting popularity of MARIE ANTOINETTE will create a certain market for these stories, and three or four of them are fine enough in themselves to merit distinguished mention, particularly a story entitled Fear. $3.00

April 4

Owen, Janet Curren LATE FLOWERING Harper

Woe woe - these second novels, where the first has seemed to hold out such promise. This is a bitter disappointment, after the deft handling of FAMILY REUNION. She's lost her funny bone overboard - and she must have read LADY CHATTERLEY'S LOVER in the interval. There is the wife (in name only); the child, wrapped in cotton wool; the father, seeking satisfaction elsewhere, when his wife goes in for rural life; and the half-mad Pole, eaten with a lust of power. Not so good. $2.00

April ~~5~~ 12

Wylie, Philip FINNLEY WREN Farrar & Rinehart

A queer bit - in the "call a spade a shovel" school, for those who like big and little shocks, forthrightness and downrightness and an ordinary - very ordinary - man. The sub-title gives the theme: "His Notions and Opinions together with a Haphazard History of his Career and Amours in these Moody Years, as well as Sundry Rhymes, Fables, Diatribes and Literary Misdemeanours...A Novel in a New Manner." Just that. $2.50

Turnbull, Margaret IN THE BRIDE'S MIRROR Lippincott

Innocence abroad - oh so innocent - and caught unaware in entangling alliances. And it all comes through looking in a mirror just before the wedding, and seeing again a past which the bride fears the groom will not forgive. There's just a suggestion of certain scenes in SANCTUARY, shorn of the Faulkner manner, but giving the flavor that makes this a good bet for subway delectation. $2.00

April 6

Lide, A. A. & Johansen, M. A. DARK POSSESSION Appleton-Century

P.B. An intensely interesting story of early Colonial days on an island plantation off the coast of South Carolina. A dark thread weaves in and out through the pattern, the almost hypnotic power of superstition, of voodooism, instilled in early childhood, and bidding fair to wreck the adult life of the son and heir. The picture of life in those perilous days, of political turmoil in Charles Town (as it was then called), of Indian raids, and of the self-contained existence on a rich plantation - all this is handled with skill and a note of authenticity. A good story. $2.00

Stix, Thos. L., Editor THE SPORTING GESTURE Appleton-Century

An anthology of sporting stories, keyed to one idea - the gallant gesture in sport, whether it be football, baseball, fishing, tennis, boxing, or what have you. Such well known names in sporting literature as John Tunis, Jack London, Owen Johnson, and Charles E. Van Loan are included. Good stories - for the most part. And a good follow up for the readers who like THE OMNIBUS OF SPORT, edited by Grantland Rice and

Harford Powel (though it suffers by comparison, from every angle with that book, unquestionably the best collection of sporting literature ever made). $2.50

Mowery, William Byron THE CHALLENGE OF THE NORTH Little, Brown

A story of the Canadian northwest, of a haphazard marriage which bids fair to go on the rocks, and of the welding of the bond through facing hazards together. A good adventure yarn, with its quota of Canadian mounties, but not strictly a western in appeal. Display material - and $1,000 push off in advertising appropriation. $2.00

April 6

Murray, D. L. TRUMPETER, SOUND! Knopf

P.B. Here's a book that should get a good start on the impetus of GENTLEMEN, THE REGIMENT! Same period (Victorian England through the Crimean War) - a crack regiment (only this time from the viewpoint of one of the underdogs) - and a background of London and neighboring counties. Personally, I liked it better. The story is an original one, there is more suspense, and the social and economic aspects of the period are skilfully handled. And the story back of "The Charge of the Light Brigade" is a dramatic one. The book has had marked success in England. $2.50

Forester, C. S. THE PEACEMAKER Little, Brown

Little, Brown seems to be going in for odd peace programs. In ONE SANE MAN it was control of weather; in this the pacifist is an inventor who has discovered an anti-magnetic force, with which all motion can be controlled. The inventor is a mild, unassuming mathematics professor - but he loses perspective a bit and ties up traffic on Bank Holiday, with dire results. A nightmarish sort of situation, handled with a fairly light touch, and with better characterization than most. $2.00

Vines, Howell THIS GREEN THICKET ~~WORLD~~ apr 23 Little, Brown

With virility a virtue par excellence, and fertility a blessing, life in Northern Alabama along the banks of the Warrior River was simplified to the extremes of amorality. But - with never a sign of a moral, there is no vulgarity nor cheap wise-cracking, and there is a certain amount of wisdom and philosophy, and beauty in the telling. 'Ware your Puritans, however. $2.50

Hauck, Louise Platt FRIDAY'S CHILD Penn

Circulating library drip - but a bit above average. The romance of a wandering poet and a girl who has been tied to her mother's apron strings. Touring and summer artists' colonies are all right for a time - but a step-daughter complicates life - and separation results in a plea for divorce. Exit the inspiration of genius, and the light fades. Enter reconciliation. $2.00

April 9

Dinesen, Isak SEVEN GOTHIC TALES Smith & Haas

P.B. Here's a find for the jaded palate - and for anyone interested in semi-modern, semi-romantic Arabian Nights Tales. The mantle of Andersen has fallen on a compatriot (one guesses the author to be a Dane), and there must be some heritage from Chaucer in his make-up somewhere. There are stories within stories within stories, told in a strangely haunting beauty of tongue, with the gift of a born

story teller. Difficult to lay a finger on their charm - the fascination lies not in the stories themselves, though it is there too, but in the telling. Denmark, Italy, Switzerland, Zanzibar - backgrounds verging on the realm of fantasy. Book-of-the-Month choice for April. $2.50

April 15

Collison, Wilson CONGO LANDING McBride

A nasty-minded and foul-mouthed blonde fortune-teller, Dolly, gets stranded up the Congo. She bravely helps a local doctor perform an appendicitis operation, and he is brave enough to let her stay with him, when his unsympathetic wife disappears down stream. The title may lead one to expect local color, but it might as well be the Wabash or the Connecticut for all the exotic background it gives to a cheap story. $2.00

April ~~16~~ Apr 23

Lorimer, Graeme & Sarah STAG LINE Little, Brown

Here's BAB, SUB DEB, 1934 variety. A continuation of stories dealing with the irrespressible Maudie of MEN ARE LIKE STREET CARS fame. Smart - colloquial - modern - very entertaining - lots of chuckles for all ages. Three or four ran in the Ladies' Home Journal. Most of them have not appeared in periodicals. Good for older girls, the border line age for reading. $2.00

Faulkner, William DR. MARTINO AND OTHER STORIES Smith & Haas

Most of these stories have appeared in magazines - Harpers, Scribners, Story, Saturday Evening Post, etc. And, whether you like them or not - whether you understand them or not, I'll wager no reader forgets them. A few of the stories show a distinct advance over his last collection. The majority suffer by the old failing, lack of clarity, not only in expression but in thought. And - with very few exceptions - they deal with extremely unpleasant, pathological individuals. However, you know your Faulkner. Perhaps some day he will grow up, in certain directions, without losing thereby. Autographed, de luxe edition of 350 copies, $5.00
Regular edition, $2.50

April ~~18~~ 25

McKee, Ruth Eleanor THE LORD'S ANOINTED Doubleday, Doran

P.B. More interesting reading than any description of the content of the book could lead one to expect. With the right sort of publicity and the right start, this book might go over extremely well. An unusual setting - Hawaii from 1820 to 1900 - through the missionary contingent and particularly through one woman, whose way of life did not tally with her beliefs, but who found her solution - in compromise. A story of love and life - romance on a far distant frontier - colorful, vigorous, pulsing with life. Christopher Morley "discovered" this in manuscript. We think it's good! $2.00

White, Stewart Edward FOLDED HILLS May 16 June 20 Doubleday, Doran

12-5-34

P.B. Not as good reading as THE LONG RIFLE and RANCHERO with which titles it belongs, in that it continues the story of Andy Burnett. Californians, familiar with the intricacies of their own checkered history, when the fate of California hung by a thread, will probably find the concentration on the political and social and economic factors determining the situation in the years before the discovery of gold, of vital interest. For other readers, it slows up the plot. But - as an integral part of the series, it should be read, so your market is ready. Fremont, bearing the ear-

marks of a filibuster, Kit Carson, scout, Larkin, worried representative of the government in Washington, stationed in Monterey, Captain Sutter of Sutter's Fort - these are a few of the characters seen through this book. $2.50

Wynn, Pamela — ALL ABOUT JANE — Doubleday, Doran

The shop girl's delight. From poverty to riches, by the dubious path of airing a rich old lady's dogs - by acting the stalking horse for a doubtful love affair - by pinch hitting when the love affair peters out - and finally, after a gallant gesture of renunciation, at the time when renunciation is least in order, Fate lends a hand and a wife in a sanitarium dies by her own deed. Get the idea. $2.00

Green, Julian — THE DREAMER — Harper

When you finish the book, you don't know whether you are supposed to think it happened - or to accept it as a figment of a fevered and diseased imagination on the part of the tubercular boy who tells a large part of the story. At any rate, that is the state in which I emerged from reading this tale of a strange triangle - a mother who hated her daughter and adopted an orphan on whom to lavish her not wholly maternal affections, only to have the orphan foil her intentions by (1) falling in love with the daughter, (2) going - if he did - as a strange sort of attendant and servant to the neighboring castle, (3) dying on them all. If you like the obscurities of the Julian Green atmosphere, you'll like this. And whether you do or not, you probably have customers who do. (At that, this isn't up to Julian Green at his best). $2.50

Received too late for an inclusion in an earlier bulletin

March 8

Rothermell, Fred — THE LEANING TOWER — John Day

The most important character in this book is the skyscraper - and the most interesting parts of the book are the sections dealing with the building of the mammoth tower - and the saving it from destruction. In the character of the architect, defeated by life, but finding himself in his work, we have something of the theme of his earlier book; but this is a richer canvas, and a less stark presentation. Worth reading, for its appeal to a limited and highly selective audience. $2.50

March 9

Raine, Norman Reilly — TUGBOAT ANNIE — Minton, Balch

Saturday Evening Post and screen presentation by Marie Dressler have made a wide public familiar with this character. But here - for rereading, or for better acquaintance, is this senior captain of the Deep-Sea Towing & Salvage Company. $2.00

NON-FICTION

March 14

Nock, Albert Jay — A JOURNAL OF THESE DAYS — Morrow

P.B. If you could pick an utterly delightful and refreshing and stimulating companion for a few hours conversation, Albert Jay Nock, as evidenced in these pages, would be the ideal. Failing that opportunity, don't miss a chance of reading yourselves and recommending it to all your intelligent customers - men and women - this random journal of six months (June 1932 - December 1933). Politics - personalities - the daily news - books - head line features - casual events - the big show of civil-

ization today, from the point of view of a keen mind, a frankly iconoclastic kind of snobbery, a stimulating frankness. By turn of a phrase or twist of a viewpoint, he neatly picks off current figures, and modern foibles. A book to own, for pick up reading. $2.75

March 21

Glasscock, C. B. A GOLDEN HIGHWAY Bobbs-Merrill

Here's a good companion volume for plus sale with THE SAGA OF THE COMSTOCK LODE, reviewed February 15th - the story of a pilgrimage through the ghost towns of California. The author recreates the days of the gold rush, the towns in all their panoply of mad splendor, their gambling, and vice and rude justice. Much vivid and accurate information of the old days; colorful material about Lola Montez and Lotta Crabtree; bandits, bad men, adventurers all. Good reading, for young and old. $3.50

March 28

Frost, Frances WOMAN ON THIS EARTH Houghton,Mifflin

Much more personal type of poetry than what she has previously published, and characterized by her exquisite nature touches. Emotionally, underkeyed, however. $2.00

~~March 29~~ April 19

Loebel, Josef MEDICINE: A Voyage of Discovery Farrar & Rinehart

Not so popular a book as the Clendening, but better value for those initiated into the subject to some extent. The history of medicine is treated as the history of different radical movements which form, today, a part of the general picture. We get in unit treatment, for instance, the history of surgery, of endocrinology, of psychoanalysis, and so on. More of the theory back of the developments - less of the human equation and biographical material. Readable in form and style. $3.00

March 30

Joralemon, Ira B. ROMANTIC COPPER Appleton-Century

The stories of the discovery and early history of the famous copper mines of this country, and of Peru, Chili, and Africa. The various individuals who made the discoveries and were largely instrumental in the development are given their due and as a human document this is a rather astounding book, with all the details regarding not only the men themselves, and their tremendous gamble, but the fights in and out of courts, experiences with swindlers, successes and failures. Non-technical - just a good story (though one recognizes the fact that the author is "bullish" on copper, for the long haul). $3.00

April 4

Lucas, E. V. POST BAG DIVERSIONS Harper

Before recommending this too highly to your customers, realize that Lucas didn't write it. It is made up of paragraphs from letters written to him by a rather dreary aggregation of celebrities, most of whom are now defunct. He does what he can, by notes appended to each letter, to persuade the reader that it is gay reading. The awful effect of such collections is to keep the reader plunging forward, after each disappointment, in the hope that the next paragraph will reward him. And perhaps eventually he gets to Chicago - or to sleep. $2.50

April 6

Sherman, Ray W. IF YOU WANT TO GET AHEAD Little, Brown

Old maxims, taken down from the top shelf, dusted off, and put in working order, may still be turned to use. Platitudes and trite observations, put together in such a way that they seem actually stimulating, constructive and easy reading. The type of book that some types of employers might find it worth while to distribute among members of their organizations. Possibly because the author knows human beings. $1.50

April ~~14~~ 13

Adams, Samuel Hopkins THE GORGEOUS HUSSY Houghton,Mifflin

P.B. The E. Barrington method applied to an American figure - Peggy O'Neale - later Peggy Eaton, toast of Washington from the War of 1812 to the Civil War, beloved of the tragic John Randolph of Roanoke, John Eaton, later of the cabinet, Andrew Jackson and his Rachel. A grand story, exciting reading, even if it is largely fictionized, it rings true. Just enough near scandal to add spice to the story - and written with vim and enthusiasm. A unique picture of early days in Washington society. $2.50

April 18

Lagerlof, Selma MEMORIES OF MY CHILDHOOD Doubleday, Doran

P.B. A companion volume to the enchanting MARBACKA. This starts with ten year old Selma returning from Stockholm to Marbacka and is episodic in character, bit by bit building up a well rounded picture of life on a Swedish manor house more than fifty years ago. Delightfully informal and personal. Sell for girls as well as adults. $2.50

Huxley, Aldous BEYOND THE MEXIQUE BAY Harper

Central America through British eyes, not a travel book in the usual sense but travel you do, for Huxley's mind speeds faster than ever. His stopping places provide him with springboards for the airing of his ideas on every conceivable subject. Thumbnail sketches and highlight impressions of actual places seen. His comments make good reading, although one cannot feel that he enjoyed the trip. Has an essay and travel reading public, but don't sell for factual information to anyone wanting a guide. $2.50

Late April

Bodin, Walter & Hershey, B. IT'S A SMALL WORLD Coward, McCann

Exactly what the titles suggests - midgets, why they are, how they cope with day by day problems, their love life, and so on. Famous midgets of story and stage. Their viewpoint of life. Summed up: "There, but for the grace of my pituitary gland, go I." Perhaps around circus time, there might be a market for this. $3.00

These Books received too late for inclusion in earlier Bulletin

February 28

Walther, Daniel GOUVERNEUR MORRIS Funk & Wagnalls

Old Gouverneur Morris was quite a lad, but evidently his learned biographer disapproves of him, for he doesn't come to grips in this, which is an appraisal of

Morris's character, rather than a narrative of events. The bibliography fills 19 pages, and for students of Revolutionary History in America and France is probably more valuable than the text of the book, which is frankly uninspired and hard reading. $3.00

March 8

Kerensky, Alexander THE CRUCIFIXION OF LIBERTY John Day

P.B. An account of the last years of the Czar's reign in Russia, the spirit and politics which led up to the events in Russian history with which everyone is familiar, more than a chronological account of the events themselves. Opposed to both Lenin and Trotsky, whom he accuses of destroying liberty in Russia. Everyone will feel the depths of sincerity of the writer, and his amazing detachment and freedom from bitterness. At the close, he sums up the European situation and the swing to Fascism. A tremendously interesting book, and an antidote to the flood of pro-Soviet material. $2.75

RECOMMENDED MYSTERIES, WESTERNS & THRILLERS

March 7

Propper, Milton THE DIVORCE COURT MURDER Harper

The murder of a witness in a Philadelphia divorce case brings to light the shady past of the principals. Near-society - lawyers and police. $2.00

March 14

Williams, Valentine THE PORTCULLIS ROOM Houghton, Mifflin

A yachting party of Americans marooned on a Scottish island with the Laird of McReay. Cut off by a violent storm, all sorts of things happen before the police can get there. A more than usually good tale. $2.00

Denbie, Roger DEATH CRUISES SOUTH Morrow

A visiting doctor sees the tail end of a murder - and joins forces with Bermuda authorities in solving it. Swift moving, exciting - for every fan. $2.00

March 22

LeMay, Alan THUNDER IN THE DUST Farrar & Rinehart

A cattleman takes on a musical comedy revolutionist as a hand. Lower California - Mexican border - some shooting - some fun. $2.00

March 23

Bindloss, Harold VALLEY GOLD Stokes

Gold in the creek starts the trouble, and the Canadian mounted police help untangle the snarls. There's romance in the offing, as well. $2.00

April 5

Cranston, Claudia THE MURDER ON FIFTH AVENUE Lippincott

An authentic background of a department store in New York makes a novel setting for a murder, and an advertising copy writer turns detective. $2.00

April 17

Lowndes, Mrs. Belloc — ANOTHER MAN'S WIFE — Longmans, Green

A sinister tale, with horror created through the devious machinations of a spoiled and beautiful woman with a crippled husband and a lover. $2.00

April 18

Liddon, E. S. — RIDDLE OF THE RUSSIAN PRINCESS — Doubleday, Doran

Fair yarn of a jewel robbery - hallucinations - impersonations - a theft - a murder - and an adroit solution. $2.00

Changes in Price and Publication Dates

Hanighen, F. C. - SANTA ANNA (Coward, McCann) from March 15 to March 22
La Farge, C. - HOXSIE SELLS HIS ACRES (Coward,McCann) from March 15 to March 22
Neagoe, P. - EASTER SUN (Coward, McCann) from March 15 to March 22
Croft-Cooke, R. - RELEASE THE LIONS (Dodd, Mead) from February 28 to March 14
Hart, B. H. L. - COLONEL LAWRENCE (Dodd, Mead) from March 7 to March 28
Rives, H. E. - THE GOLDEN BARRIER (Dodd, Mead) from February 28 to March 14
Traill, P. - HERE LIES LOVE (Dodd, Mead) from February 28 to March 14
Chase, Stuart - THE ECONOMY OF ABUNDANCE (Macmillan) from March 6 to March 20
Thomas, N. - THE CHOICE BEFORE US (Macmillan) from March 13 to March 27

Additional Information About March Advertising and Promotion Plans

Dodd, Mead: Hart, B. H. L., COLONEL LAWRENCE: 3 color poster of jacket, 17 x 22. If you are interested in the details of the De La Mare Window Display Contest (garden books) write Dodd, Mead.

Macmillan: Chase, S., THE ECONOMY OF ABUNDANCE: poster and circulars, advertising. Dall, A. R., SCAMPER: Poster.

Simon & Schuster: Unofficial Observer, THE NEW DEALERS: $2,500 advertising; cards - maybe.
Nijinsky, R., NIJINSKY: 2 color window cards.

A Suggestion - and A Tribute

Viking Press gave the most entertaining party of the current - and many another - publishing season, to celebrate the publication of THEY ALL SANG and the fortieth anniversary - in music - of its author, Edward B. Marks. An old time song fest, and all tin pan alley was out, with bells on, and a goodly smattering of the book world of New York City. Why not try that sort of party in your home town - and sell some copies of this fine book and others in the same category? Of course, you can't collect the same sort of local talent, for the Viking party included such high spots in the musical world as Gus Hill, Rex Weber, Theodore Metz (of Hot Time in the Old Town Tonight-fame), Harry Armstrong (do you know Sweet Adeline?), Rosamond Johnson, Annie Hart, the Maxwell Trio, and - so that the moderns would not feel left out - Rudy Vallee. But community singing is fun.